

Business Management & Administration Program Descriptions

Program Areas

Entrepreneurship

The **Entrepreneurship** State Program Area area prepares students to develop and manage their own businesses. Students discover what skills are needed to become an entrepreneur including developing a business plan, identifying market needs, marketing a business, maintaining records and accounting processes, managing finances, and integrating technology into business functions. Students gain the knowledge and skills necessary to make wise financial planning decisions and learn the legal, ethical, and social obligations of a business owner.